

The Ivy Network

BUSINESS ADDRESS

NEW HAVEN, CONNECTICUT

BOX 242-A YALE STATION

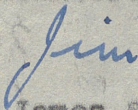
October 25, 1951

To: All Ivy Representatives

Subject: Philip Morris Commercials

1. Apparently there has ^{been} some misunderstanding at some of your stations as to the procedure with FM commercials. The mimeographed copy platform which you received is divided into three parts, "The FM Sports Extra", "The FM Sports Roundup", and the game commercials. The Sports Extra (15 min.) and the Sports Roundup (1 hour) have only lead-ins to the recorded commercials plus opening and closing announcements. The commercials for the games are all to be read by your station announcers -- there are no recorded commercials for the FM sponsored games. If you have any further questions as to this procedure please direct them to this office immediately.
2. The air checks for FM are to include leadins to recorded commercials and, most especially, samples of readings by your play-by-play announcers of their game commercials. This does not mean to leave out all of your program or play-by-play portions but that FM is most interested in finding out how their commercials are being read as well as the standards of the program itself.
3. We had asked you in our last night letter to verify the sending of these air checks by the early part of this week. So far we have received no word from any station as to whether or not this request has been carried out. The sending of necessary information to this office has been very lax so far this year from many stations. I cannot stress too strongly how essential this aspect of the network should be. Let's try to remedy it in the future!
4. I hope you are all working on compiling information for the Ford program. We need poll data and "letters of appreciation" as soon as possible.

Sincerely,



James Spence, Jr.

JAS:mo

WDBS
Dartmouth

WHRV
Harvard

WYBC
Yale

WPRU
Princeton

WXPB
Pennsylvania

Stu:

I think all this
is up your alley.
Jim Spence & Dan
are very worried about
the time checks for
P.M. as you can see.
Apparently if they
aren't sent out soon,
there is a danger of
cancellation. Hence, I
trust you to give the
matter special consideration.
When they're done,
send them to address
below.

Charlie G.

They want the checks
on records.

Miss Ruth Lehner

The Biow Co, Inc.

640 5th Ave.

N. Y. 19

N. Y.